

AROOJ FATIMA

Summary

A dedicated and versatile professional with a strong foundation in English Linguistics and Literature and a passion with skills for transitioning into data analyst. Experienced in data preparation, process automation, transformation, modeling, visualizations, and analysis in Tableau. Proficient in creating and managing workspaces, dashboards, and datasets in Tableau public.

Work Experience

Administrative Assistant | Fatima Fertilizer Plant, Sheikhpura, Pakistan | May 2020 – Sep 2021

- Supported executive scheduling and maintained data records and filing systems.
- Handled customer queries, managed internal communications, and organized team events.
- Ensured accurate record keeping, safeguarding sensitive information.
- Balanced calendars and appointments across departments and improved office logistics.

English Lecturer | Superior University, Lahore, Pakistan | 2018 – 2020

- Delivered undergraduate courses in Linguistics and Literature with engaging content.
- Developed course materials and evaluated student performance.

Data Analytics Projects

- Influenza Season – Medical Staff Allocation**
Forecasted influenza trends to optimize healthcare staffing across U.S. hospitals. Applied data profiling, hypothesis testing, and forecasting techniques to enhance resource allocation in high-risk regions.
- Rockbuster Stealth – Customer Rental Behavior Analysis**
Conducted SQL-based data analysis for Rockbuster Stealth LLC to support its transition to an online streaming service. Used PostgreSQL for data cleaning, filtering, subqueries, and visualization to provide strategic business insights.
- Pig E. Bank – Customer Retention Analysis**
Developed a customer retention model for a global bank using exploratory data analysis, decision tree modeling, and linear regression. Identified key risk factors contributing to customer churn and provided actionable retention strategies.
- Instacart – Customer Demographics & Purchase Patterns**
Utilized Python for data wrangling, consistency checks, and visualization to analyze customer purchasing behavior. Provided insights on sales trends, peak shopping hours, and regional purchasing habits to optimize marketing strategies.
- Game Co – Global Video Game Sales Analysis**
Analyzed global video game sales data to identify market trends, top-performing platforms, and publisher performance. Utilized Excel for data cleaning, sorting, filtering, and visualization to provide strategic business recommendations.

PERSONAL INFO

916-230-8882
Sacramento, CA, USA
Arooj.gm3@gmail.com
[GitHub Profile](#)
[LinkedIn Profile](#)
[Portfolio](#)

Technical skills

- **Analytics:** Tableau, Power Bi, Jupyter Notebook
- **Tax & Office Skills:** PIT & BE form processing, financial recordkeeping, Microsoft Excel, Word, budget tracking, client communication, document confidentiality
- **Finance & Accounting Basics**
- **Database:** PostgreSQL, Microsoft Access
- **Programming Languages/Technologies:** Python, Java
- **Version Control Systems:** GitHub
- **Microsoft Office 365 Suite:** Power Point, Access, Excel, Word, OneNote, Outlook, OneDrive Google Docs

SOFT SKILLS

- Customer service
- Document confidentiality
- Multitasking
- Critical Thinking
- Problem-Solving
- Project Management
- Time Management
- Research Skills

Education

- **Data Analytics** Career Foundry Bootcamp (2024-2025)
- **Bachelors in English** (language & literature) (2015-2019)

Languages

- English
- Hindi
- Urdu
- Punjabi

6. **Gun Violence Analysis- Data-Driven Insights & Policy Recommendations**

Analyzed gun violence incidents across the U.S. using Python for data cleaning, regression analysis, and clustering. Identified high-risk areas and trends, visualized findings in Tableau, and provided policy recommendations for law enforcement.